

Listen to the recording about the influence of logos. Match the beginnings of the sentences with the sentence endings and write the answers into the correct box. There are TWO extra endings you will not need.

 [The Influence of Logos](https://www.npr.org/player/embed/89408933/89408878)
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1	Research shows the <i>Apple</i> logo can	A	communicate clear messages.
2	In an experiment, the Apple logo helped people to	B	perform better than others in a certain area.
3	The <i>IBM</i> logo makes people	C	be found in a publication.
4	The experts used logos to	D	talk to the firms in question.
5	The researchers did not	E	strengthen commitment to a company.
6	We should focus on logos which	F	increase mental activity.
7	If a logo boosts creativity, we will	G	feel a bit better.
8	The feelings that logos create can	H	remind us of something pleasant.
9	The research described in the interview can	I	influence our memory.
		J	study people's reactions.
		K	reflect on skills and abilities.

1	2	3	4	5	6	7	8	9
F	B	K	J	D	H	G	E	C

KEY

1	2	3	4	5	6	7	8	9
F	B	K	J	D	H	G	E	C